



Division of Parking Management

Parking Lot Districts Garage Advertising Program

Advertising Policy

The advertising space in Parking Lot District (PLD) garages do not constitute a public forum, but instead have been authorized for the limited purpose of providing a new source of revenue to the County. Accordingly, advertising space must only be used to disseminate commercial advertising, and government-sponsored messages, and must not under any circumstance disseminate any message that:

- 1) Concerns unlawful activity, or disseminates an unlawful message,
- 2) Contain obscene material, or
- 3) Mimics a traffic control device.

The PLD has at its sole discretion the right to reject any advertisement. Any submitted advertisement that does not reflect the values of the communities the PLDs serve will not be displayed.

The PLD may withhold a certain amount of leased advertising space as it deems appropriate.

Advertisement Design and Submission

- The design of the ad is the sole responsibility of the buyer.
- Ads must be submitted for review a minimum of 30 days prior to the beginning run date.
- The buyer is responsible for fabrication of ads.
- The PLD is responsible for installation and removal of ads.
- All amounts owed the PLD must be paid prior to the advertisement's installation.
- Complete online application and attach a PDF or JPEG file of the completed ad.
- Ads are purchased for three month periods and may be renewed at term's end.
- Sub-leasing is prohibited.